

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Koningstein	Art Unit	: 3688
Serial No.	: 10/748,682	Examiner	: Khanh H. Le
Filed	: December 31, 2003	Conf. No.	: 1976
Title	: SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO RESTRICTION REQUIREMENT

The Examiner states that the application is directed to three separate and distinct inventions in the Restriction Requirements mailed October 3, 2008. The groups being as follows:

I. Claims 1-33, 34-64, 65-75, and 76-83 drawn to method and system for advertising in an electronic document including delivering to an end user a morphing advertisement which includes instructions to enable the end user system to change from a first display format to a second display format different from the first display format classified in class 715, subclass 526.

II. Claims 84-93, and 94-103 drawn to method and system for determining and delivering one or more advertisements based at least in part on the associated price parameter, the subject of the requester interest, and area-based parameters classified in class 705, subclass 14.

III. Claims 104-108, 109-113, 114-118 drawn to method and system for providing an advertiser with an interface to provide input data for a morphing advertisement, the input data including at least one URL for the first display format and at least one image for the second display format, classified in class 715, subclass 500 and/or 781.